

# Current Situation and Issues of Japanese Language Education and Career Development in the world.

In Thailand, 2015 year, number of students who learn Japanese is 173,817 persons.

- The purpose to learn Japanese is variety.
- The high popular period of learning Japanese in Thai society.

External Factor

Internal Factor

- Decline stream
- Why Japanese Language attractive is slow down

Long time learning – 5 years

The cost of learning 106,000 Bth. (Yen 366,600)

- equal to 7 time first year monly- salary.

Access to N2 test.

- Thai human resource and criticism.
  - Less accountability
  - Obsoleted education
  - No future expectation
  - Less intention to work
  - Equally income distribution failure
  - Law enforcement is weak.
  - etc.

- Another sides of reality.

The investment of Japanese SME firms in Thailand is No. 1

According Boi Source. 2017

1. Japan	117 projects	65,435 Bth
2. Singapore	45 projects	15,260 Bth
3. China	35 projects	7,134 Bth.
4. Hong Kong	13 projects	3,346 Bth
5. Taiwan	19 projects	3,074 Bth

- Bangkok

From Master Card Asia Pacific Destinations Index 2017.

Bangkok remains the top rank of tourist number = 19.3 million tourist.

# Conclusion

How to learn Japanese Language with more low course and low expense?

How Japanese firms regains attraction and reputation ?

How to draw qualified Thai human resource to work with Japanese firms with confidence to get more promotion?